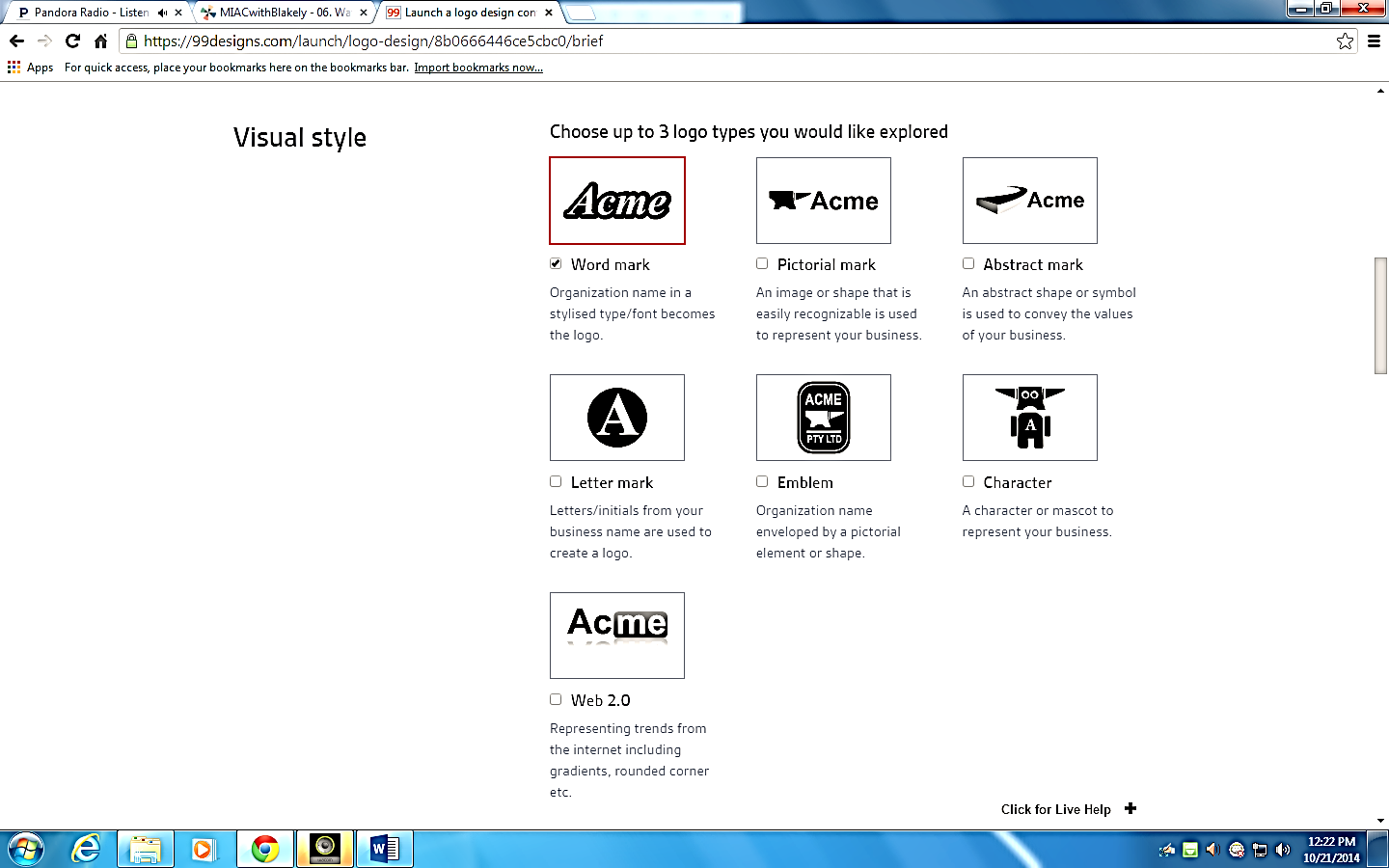
Design Brief

**You are you own hero. What would your logo be?**

1. What are five words that best describe you?
2. If you were a hero, what would your power be? What would you do?
3. Choose 3 logo types you enjoy
4. What values should your logo communicate? Place an X on the line where your logo would fall

Feminine Masculine

Young Mature

Luxury Economical

Modern Classic

Playful Serious

Loud Quiet

Simple Complex

Subtle Obvious

1. What colors would you like to include into your design?

***Common associations of colors in Western culture***

* Red: Passion, Anger, Vigor, Love, Danger
* Yellow: Knowledge, Energy, Joy, Intellect, Youth
* Green: Fertility, Wealth, Healing, Success, Growth
* White: Purity, Healing, Perfection, Clean, Virtue
* Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool
* Black: Fear, Secrecy, Formal, Luxury
* Purple: Royalty, Wisdom, Spirituality, Imagination
* Orange: Creativity, Invigoration, Unique, Stimulation
* Gray: Balance, Sophistication, Neutrality, Uncommitted

1. Find 10 images of logos that you like or inspire you. Please insert the 10 images into a word document print it out and staple it to this paper.
2. Sketch it out by hand…
   1. On separate paper Sketch out 4 different logos that would be your super hero brand.
   2. Choose your favorite of the 4 logos and elaborate that design by making 2 new versions of it
3. Scan in your best of the 3 similar logos or trace it with the Wacom tablet.
   1. Using Adobe Illustrator, turn your design into a vector
   2. Make one version in color and one version in black and white
   3. Be prepared for a critique